

12/30/57
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fashion calendar

| january | | | | | | |
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1957

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

| january - 1958 | | | | | | |
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| ***** | | | |
| * BEST WISHES FOR A HAPPY * | | | |
| * AND PROSPEROUS NEW YEAR * | | | |
| ***** | | | |
| <u>WEEK ENDING FRIDAY, DECEMBER 27, 1957</u> | | | |
| Friday Dec. 27 10:00 A.M. | PRESS PREVIEW OF SPRING LINGERIE Luxite-Kayser will present their Spring lingerie collection to the press and resident office buyers. By invitation. Contact: Kay Wilson, MU. 3-7020. | LUXITE-KAYSER | 425 FIFTH AVENUE SHOWROOM - 2ND FLOOR |
| Friday Dec. 27; Dec. 28; Dec. 30 5:30 P.M. Cocktails | INFORMAL SHOWINGS OF COLLEGE FASHIONS "Under The Clock"--showings Dec. 27, 28 and 30 of Peck & Peck college fashions; also Paul Stuart clothes for men. For reservations, contact: MU. 7-7000, Ext. 4. Publicity: Peck & Peck: Joanne Sidener, OR. 3-4700; Biltmore: Martha Holiday, RE. 7-2971. | PECK & PECK | HOTEL BILTMORE PALM COURT |
| <u>WEEK BEGINNING MONDAY, DECEMBER 30, 1957</u> | | | |
| Monday Dec. 30 4:00 P.M. Cocktails | PREVIEW: ENGLISH COAT AND SUIT COLLECTION "Demi-Collection"--Informal showing of Spring coat and suit collection. By invitation. Publicity: Rosemary Sheehan, 27 E. 37th St., MU. 5-1280. | HARRY POPPER OF LONDON | 27 EAST 37TH STREET 2ND FLOOR |
| Beginning Monday Dec. 30 | PREVIEW OF FALL 1958 FABRICS Showing of Fall 1958 worsted novelty tweeds and patterns for coats, suits, dresses and sportswear. By appointment. Contact: Ruth Daly, OX. 5-4800. | LUXLOOM FABRICS (EINIGER MILLS) | EMPIRE STATE BUILDING SUITE 2018 |
| Jan. 1 | NEW YEAR'S DAY (Wednesday). | | |
| Saturday Jan. 4 4:00 P.M. Cocktails | SPRING MILLINERY AT VISITING PRESS SHOW The visiting press will preview John Frederics' collection of Spring millinery. By invitation. Contact: Joseph Mann, CI. 7-7745. | JOHN FREDERICS, INC. | 6 WEST 57TH STREET SALON - 7TH FLOOR |
| Sunday Jan. 5 8:30 A.M.- 5:00 P.M. | OPEN HOUSE FOR VISITING PRESS Countess Mara men's neckwear and accessories; also J. H. Kimball women's scarfs and handkerchiefs. For local press, Jan. 6-17. Contact: PL. 7-5809. | COUNTESS MARA; J. H. KIMBALL | MARY MARSH ASSOC. 2 W. 46 ST. - 16TH FL. |
| Sunday Jan. 5 10:00 A.M.- 1:00 P.M. Brunch | PRESS PREVIEW: SPRING AND SUMMER JEWELRY Trifari will show their Spring and Summer jewelry collection to out-of-town and local press. By invitation. Publicity: Dorothy Lansing, 165 East 66th Street, RE. 7-3347. | TRIFARI, KRUSSMAN AND FISHEL, INC. | 16 EAST 40TH STREET SHOWROOM - 4TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Sunday Jan. 5 11:00 A.M. Breakfast | SPRING MILLINERY AT VISITING PRESS SHOW Emme will present her Spring millinery to the visiting press. (<u>Local press and buyers. Mon., Jan. 6, 5:30 P.M.--See Pg. 4.</u>) | EMME, INC. (19 WEST 57TH ST.) | HOTEL PLAZA WHITE & GOLD SUITE By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130. |
| Sunday Jan. 5 12:30 P.M. Luncheon | MILLINERY AND PERFUMES AT PRESS LUNCHEON Laddie Northridge Spring millinery and Parfums Ciro at out-of-town press luncheon. (<u>Local Press Wed., Jan. 8, 11:00 A.M.--See Pg. 6.</u>) | LADDIE NORTHRIDGE; PARFUMS CIRO | 7 EAST 60TH STREET EAST WING By invitation. (<u>Note Change of Place.</u>) Publicity--Laddie Northridge: Maud G. Moody, LE. 2-5562; Parfums Ciro: Alice Dowd, EL. 5-4248. |
| Sunday Jan. 5 1:00 P.M.- 6:00 P.M. | OPEN HOUSE FOR VISITING PRESS Introducing the interior design forecast, 1958; also American Institute of Architects will co-sponsor a photographic exhibition of design. By invitation. Contact: Pat Herald at Communication Counselors, MU. 7-8686. | AMERICAN INSTITUTE OF DECORATORS | 673 FIFTH AVENUE 3RD FLOOR |
| Sunday Jan. 5 3:00 P.M. Cocktails | MILLINERY SHOWING FOR VISITING PRESS Sally Victor will preview her Spring millinery to the visiting press. (<u>Local Press, Mon., Jan. 6, 10:00 A.M.--See Pg. 4.</u>) | SALLY VICTOR, INC. | 18 EAST 53RD STREET SALON - 9TH FLOOR By invitation. Publicity: Mildred Josephs, PL. 3-7450. |
| Sunday Jan. 5 4:00 P.M.- 8:00 P.M. | COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to an open house buffet supper. By invitation. Publicity: Adelia Bird Ellis, CI. 5-8448. | FORSTMANN, INC. | CARLTON HOUSE 680 MADISON AVENUE |
| Sunday Jan. 5 7:00 P.M. Cocktails- Dinner | SILK FASHION SHOW FOR PRESS International Silk Ass'n, U.S.A. (Auxiliary Member of N.Y.D.I.--See Below) will present fashions in silk by leading manufacturers. By invitation only for visiting and local press. Publicity: Eleanor Lambert, MU. 8-2130. | INTERNATIONAL SILK ASSOCIATION, U.S.A. | HOTEL PIERRE GRAND BALLROOM |

NEW YORK DRESS INSTITUTE'S THIRTIETH NATIONAL PRESS WEEK (Jan. 5 - 11, 1958)

| | | | |
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| Spring collections of leading designers (30 members, 12 auxiliary and 2 group showings) for visiting press. Press Director: Eleanor Lambert, MU. 8-2130. | | | |
| Sun., Jan. 5... | 7:00 P.M. | INT'L SILK ASS'N, U.S.A. (Aux.). | PIERRE-BALLROOM |
| Mon., Jan. 6... | 8:00 A.M. | BUFFET BREAKFAST. | PIERRE-BALLROOM |
| | (Beginning | CAPEZIO (Aux.) (Jan. 6 through 11, | (756 7th (at 49) |
| | (8:00 A.M. | "Open House", 8:00 to 5:00) | (BOUTIQUE SALON) |
| | 8:30 A.M. | "WATCH FOR" FORUM | PIERRE-BALLROOM |
| | 9:30 A.M. | CHRISTIAN DIOR, NEW YORK | 730 5th (7 Fl.) |
| | 10:30 A.M. | HARRY FRECHTEL | PIERRE-BALLROOM |
| | 11:30 A.M. | NETTIE ROSENSTEIN | PIERRE-BALLROOM |
| | 12:30 P.M. | GALEY & LORD-Luncheon (Aux.). | PIERRE-BALLROOM |
| | 2:00 P.M. | LARRY ALDRICH. | PIERRE-BALLROOM |
| | 3:00 P.M. | TRIGERE. | PIERRE-BALLROOM |
| | 4:00 P.M. | EDWARD ABBOTT (Wilson Folmar) | PIERRE-BALLROOM |
| | 5:00 P.M. | COTY, INC.-Cocktails (Aux.) | PIERRE-BALLROOM |
| | 8:00 P.M. | SHIP 'N SHORE THEATRE PARTY (Aux.). | WINTER GARDEN THEA. |

(Continued on next page)

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

THIRTIETH NATIONAL PRESS WEEK (Continued from page 2)

| | | | |
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| <u>Tues., Jan. 7...</u> | 8:00 A.M. | BUFFET BREAKFAST. | PIERRE-BALLROOM |
| | 8:30 A.M. | BRANELL (Hilda Altmark) | PIERRE-BALLROOM |
| | 9:30 A.M. | ORIGINAJA | PIERRE-BALLROOM |
| | 10:30 A.M. | SAMUEL WINSTON (Roxane) | PIERRE-BALLROOM |
| | 11:30 A.M. | PAUL PARNES (Beni Claire) | PIERRE-BALLROOM |
| | 12:30 P.M. | SHIP 'N SHORE-Luncheon (Aux.) | PIERRE-BALLROOM |
| | 2:30 P.M. | HARVEY BERIN (Karen Stark) | PIERRE-BALLROOM |
| | 3:30 P.M. | MONTE-SANO & PRUZAN. | PIERRE-BALLROOM |
| | 4:30 P.M. | CEIL CHAPMAN-Cocktails. | PIERRE-BALLROOM |
| | 6:30 P.M. | PELLION-Pre-Theatre Dinner (Aux.) | 21 CLUB (21 W.52) |
| | 8:00 P.M. | PELLION THEATRE PARTY (Aux.) | ADELPHI THEATRE |
| <u>Wed., Jan. 8...</u> | 8:00 A.M. | BUFFET BREAKFAST. | PIERRE-BALLROOM |
| | 8:30 A.M. | HERBERT SONDHEIM. | PIERRE-BALLROOM |
| | 9:30 A.M. | CLAIRE McCARDELL. | PIERRE-BALLROOM |
| | 10:30 A.M. | GEORGE CARMEL. | PIERRE-BALLROOM |
| | 11:30 A.M. | GRENELLE-ESTEVEZ (Luis Estevez). | PIERRE-BALLROOM |
| | 12:30 P.M. | ROUX-Luncheon (Aux.) | PIERRE-BALLROOM |
| | 2:30 P.M. | MOLLIE PARNIS. | 530 7th (18 FL.) |
| | 3:30 P.M. | ADELE SIMPSON. | 530 7th (23 FL.) |
| | 4:30 P.M. | HANNAH TROY-Cocktails | 530 7th (2 FL.) |
| | 7:30 P.M. | MILLINERY INST.OF AMER.-Dinner (Aux.) | PIERRE-BALLROOM |
| <u>Thurs., Jan. 9...</u> | 9:00 A.M. | HATTIE CARNEGIE | 42 E. 49 (SALON) |
| | 10:30 A.M. | BEN REIG | 498 7th (23 FL.) |
| | 11:30 A.M. | MAURICE RENTNER | 498 7th (16 FL.) |
| | 1:00 P.M. | IACE INSTITUTE-Luncheon (Aux.) | PIERRE-BALLROOM |
| | 2:30 P.M. | OLEG CASSINI | PIERRE-BALLROOM |
| | 3:30 P.M. | BEN ZUCKERMAN. | PIERRE-BALLROOM |
| | 4:30 P.M. | WILLIAM FOX-VISIONI. | PIERRE-BALLROOM |
| | 7:30 P.M. | MR. JOHN-SUBURBIA, USA-Dinner (Aux.) | THE AMBASSADOR |
| | 8:00 A.M. | BUFFET BREAKFAST. | PIERRE-BALLROOM |
| | 9:00 A.M. | PATTULLO-JO COPELAND | PIERRE-BALLROOM |
| <u>Fri., Jan. 10...</u> | 10:00 A.M. | DAVIDOW. | PIERRE-BALLROOM |
| | 11:00 A.M. | JANE DERBY. | PIERRE-BALLROOM |
| | 12:30 P.M. | Junior Group: JUNIOR SOPHISTICATES, | |
| | | MR. MORT, ELOISE CURTIS-Luncheon | PIERRE-BALLROOM |
| | 2:00 P.M. | TINA LESER. | PIERRE-BALLROOM |
| | 3:00 P.M. | Variety Group: SUZY PERETTE, HELEN | |
| | | LEE, LEONARD ARKIN, MAM'SELLE, | |
| | | DREAM AGE | PIERRE-BALLROOM |
| | 4:30 P.M. | LILLY DACHE-Cocktails (Aux.) | |
| | | (LUCIEN LELONG, MARIE EARLE-Dache | 78 EAST 56TH ST. |
| <u>Sat., Jan. 11...</u> | | Cosmetics, Millinery, Fashions). | (PENTHOUSE) |
| | 1:00 P.M. | ELLEN LIND ASSOCIATES (Aux.) | WESTPORT, CONN. |

Beginning
Monday

SHOE FASHIONS FOR
VISITING PRESS

CAPEZIO, INC.

756 SEVENTH AVENUE
BOUTIQUE SALON

Jan. 6-
Jan. 11

Capezio, (Auxiliary Member N.Y.D.I.--See Pg. 2) will present Spring and Summer shoes, "Stemwear"; and "Leotites" to visiting and local press, 8:00 A.M. to 5:00 P.M. daily. By invitation. Publ: Marya Morton, JU. 6-2150.

Jan. 6

8:30 A.M. "WATCH FOR" FORUM (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

Jan. 6

9:30 A.M. CHRISTIAN DIOR, NEW YORK (N.Y.D.I.--See Pg. 2) 730 5TH (7 FL.)

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Monday Jan. 6 10:00 A.M.; 2:00 P.M. | OPENING: SPRING FOUNDATION COLLECTION By invitation. Jan. 6-8 at 10:00 and 2:00. Jan. 9-10 at 10:00. Jan. 13 at 10:30, 2:00 and 3:30. Jan. 14-15 at 9:30, 11:00 and 2:00. Contact for reservations: Kay Keniry, MU. 5-5740. Publ.: Marian Sherwood, MU. 5-5740. | WARNER'S | 200 MADISON AVENUE SHOWROOM - 10TH FLOOR |
| Jan. 6 10:00 A.M. | SALLY VICTOR'S MILLINERY PREVIEW FOR LOCAL PRESS AT 10:00 A.M., 18 EAST 53RD STREET. Publicity: Mildred Josephs, PL. 3-7450. | | |
| Jan. 6 | 10:30 A.M. HARRY FRECHTEL (N.Y.D.I.--See Pg. 2) | | PIERRE BALLROOM. |
| Jan. 6 | 11:30 A.M. NETTIE ROSENSTEIN (N.Y.D.I.--See Pg. 2) | | PIERRE BALLROOM. |
| Monday Jan. 6 12:30 P.M. Luncheon | SHOWING: COTTON FASHIONS FOR OUT-OF-TOWN PRESS "Blazing Cottons"--Galey & Lord (Auxiliary Member, N.Y.D.I.--See Pg. 2) Resort and Spring fashions by: Bestlyne, Brigance, Catalina, Ceil Chapman, Cole of California, Jane Derby, William Fox, Jantzen, Tina Leser, Claire McCardell, Vera Maxwell, Toni Owen, Adele Simpson, Herbert Sondheim, Trigere. By invitation. Publ.: Rosemary Sheehan, 27 E. 37th St., MU. 5-1280. | GALEY & LORD (1407 BROADWAY) | HOTEL PIERRE BALLROOM |
| Jan. 6 | 2:00 P.M. LARRY ALDRICH (N.Y.D.I.--See Pg. 2) | | PIERRE BALLROOM. |
| Monday Jan. 6 2:30 P.M. | PREVIEW OF PUERTO RICAN FASHIONS Introduction of original couturier fashions by Puerto Rican designers as one of the highlights of NRDGA Convention. Also apparel from branch U.S. firms with plants in Puerto Rico. By invitation. Contact: Irene Briller, Commonwealth of Puerto Rico, 527 Fifth Ave., MU. 8-2960. | COMMONWEALTH OF PUERTO RICO | HOTEL STATLER GRAND BALLROOM |
| Jan. 6 | 3:00 P.M. TRIGERE (N.Y.D.I.--See Pg. 2) | | PIERRE BALLROOM. |
| Jan. 6 | 4:00 P.M. EDWARD ABBOTT-Wilson Folmar (N.Y.D.I.--See Pg. 2) | | PIERRE BALLRM. |
| Monday Jan. 6 5:00 P.M. Cocktails | COCKTAIL PARTY FOR VISITING PRESS Coty (Auxiliary Member, N.Y.D.I.--See Pg. 2), will invite press to cocktail party. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | COTY, INC. (612 FIFTH AVE.) | HOTEL PIERRE BALLROOM |
| Cancelled Jan. 6 | THE DUPONT SHOWING OF FASHIONS AND FABRICS, ORIGINALLY SCHEDULED FOR JAN. 6 AT 5:00 P.M., HAS BEEN CANCELLED. Contact: Adelaide Patterson, LO. 3-6400. | | |
| Jan. 6 5:30 P.M. | EMME'S SPRING MILLINERY PREVIEW FOR LOCAL PRESS AND BUYERS AT 5:30 P.M., COCKTAILS, HOTEL PLAZA, TERRACE ROOM. Publ.: Eleanor Lambert, MU. 8-2130. | | |
| Monday Jan. 6 8:00 P.M. | THEATRE PARTY FOR VISITING PRESS Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 2) will invite the visiting press to see "West Side Story". By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130. | SHIP 'N SHORE | WINTER GARDEN THEATRE 1634 BROADWAY |
| Monday Jan. 6- Jan. 10 | OPEN HOUSE FOR VISITING PRESS Henry Friedrichs will present their Spring coat collection daily for the visiting press. Continuous showings. Contact: Alan R. Baron, PE. 6-8868. | BRITTANY (HENRY FRIEDRICKS CO.) | 205 WEST 39TH STREET SHOWROOM - 13TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|--|---|
| Monday Jan. 6- Jan. 9 | FORTY-SEVENTH ANNUAL CONVENTION Theme: "The Changing Concepts and New Opportunities in Retailing". Thirty-five session conferences on merchandising, personnel, store management, etc. Price \$10.00, members (with a maximum of \$50.00 for member stores); \$20.00, non-members. Contact: Nevin Fidler, 100 West 31st St., CH. 4-8780. | NATIONAL RETAIL DRY GOODS ASS'N. | HOTEL STATLER |
| Monday Jan. 6- Jan. 10 | OPEN HOUSE FOR OUT-OF-TOWN PRESS Continuous showing of skirts and shirts for visiting press, at new show-room. Contact: Harriette Reines, LO. 3-7900. | SPORTEMPOS | 525 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| Monday Jan. 6- Jan. 11 | SPRING SHOE FASHIONS: OPEN HOUSE PREVIEW "Leather Springs Eternal"--a five-day preview, 10:00 A.M. to 6:00 P.M., of Spring shoes for every member of the family, with emphasis on women's shoes. By invitation. Contact: Billie Gould, MU. 6-7956. | LEATHER INDUSTRIES OF AMERICA | 411 FIFTH AVENUE SHOWROOM - 10TH FLOOR |
| Beginning Monday Jan. 6- Jan. 31 | EXHIBIT OF SPRING FASHIONS Exhibit featuring fashions from February, March and April issues, with continental breakfast workshops, Jan. 7-10. For store and buying office executives. Contact: Anita Blanchard, PL. 9-8100. | SEVENTEEN MAGAZINE | 488 MADISON AVENUE SHOWROOM - 10TH FLOOR |
| Beginning Monday Jan. 6 | PREVIEW OF FALL 1958 FABRICS Showing of suit, coat, sportswear and dress woolens; also "Belgiwool" woolens and worsteds for Fall of 1958. By appointment. Contact: Jean Russell at Berglas Rieger, 112 West 34th St., BR. 9-2015. | STRONG, HEWAT & HERRIEGE WOOLENS | 112 WEST 34TH STREET SHOWROOM - 19TH FLOOR |
| Jan. 7 | <u>8:30 A.M.</u> BRANELL-Hilda Altmark (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Tuesday Jan. 7 8:45 A.M. Breakfast | FIRST SHOW: MILLINERY CREATORS OF AMERICA The Trade Promotion Committee of Millinery Stabilization Commission will present the first showing of The Millinery Creators' Spring and Easter hats. <u>Showing at 9:45 A.M.</u> By invitation. Contact: LO. 4-7800. | MILLINERY STAB. COMM. (1450 BROADWAY) | SHERATON-ASTOR HOTEL GRAND BALLROOM |
| Tuesday Jan. 7 9:30 A.M. Breakfast | PREVIEW: RESORT AND CRUISE READY-TO-WEAR Showing of Elizabeth Arden's ready-to-wear collection. By invitation. Publ.: Alan McGeehan at Rasponi Assoc., 667 Madison Ave., TE. 8-8171. | ELIZABETH ARDEN | 691 FIFTH AVENUE SALON - 2ND FLOOR |
| Jan. 7 | <u>9:30 A.M.</u> ORIGINALA (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Tuesday Jan. 7- Jan. 8 | PREVIEW OF LEATHERS FOR FALL, 1958 Informal showing of leather colors and textures for Fall '58, <u>Jan. 7</u> , 10:00 to 6:00; also <u>Jan. 8</u> , 10:00 to 12:00. By invitation. Contact: Martha Geilich, Van Dyke 4-8661, Taunton, Mass. | GEILICH TANNING CO. (TAUNTON, MASS.) | HOTEL PLAZA VANDERBILT SUITE |
| Jan. 7 | <u>10:30 A.M.</u> SAMUEL WINSTON-Roxane (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Jan. 7 | <u>11:30 A.M.</u> PAUL PARNES-Beni Claire (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Jan. 7 11:30 A.M. | PRESS PREVIEW OF SPRING MILLINERY Press by invitation only (not transferable). Buyers' caution fee \$200.00; manufacturers, \$450.00 (invitation on request). Contact: CI. 5-8991. Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447. | WILLIAM J. | 44 WEST 54TH STREET SALON |
| Tuesday Jan. 7 12:30 P.M. Luncheon | SPRING BLOUSES FOR VISITING & LOCAL PRESS Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg.3) will present Spring blouses. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | SHIP 'N SHORE | HOTEL PIERRE GRAND BALLROOM |
| Jan. 7 | <u>2:30 P.M.</u> HARVEY BERIN-Karen Stark (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Jan. 7 | <u>3:30 P.M.</u> MONTE-SANO & PRUZAN (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Tuesday Jan. 7 4:00 P.M.- 6:00 P.M. Cocktails | PREVIEW: FASHIONS FROM "MARJORIE MORNINGSTAR" Harper's Bazaar will present a preview of fashions from "Marjorie Morningstar", Warner Bros. film. By invitation. (<u>Note Change of Place.</u>) Publicity: Berta MacDonald at Harper's Bazaar, PL. 1-2100. | HARPER'S BAZAAR (572 MADISON AVE.) | ST. REGIS HOTEL LOUIS XVI SUITE |
| Jan. 7 | <u>4:30 P.M.</u> CEIL CHAPMAN-Cocktails (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Tuesday Jan. 7 6:30 P.M; 8:00 P.M. | DINNER AND THEATRE PARTY FOR VISITING PRESS Pellon (Auxiliary Member of N.Y.D.I.--See Pg. 3) will invite the visiting press to a pre-theatre dinner; and "The Country Wife", starring Julie Harris, at the Adelphi Theatre, 152 West 54th St. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | PELLON | 21 CLUB 21 WEST 52ND STREET |
| Jan. 8 | <u>8:30 A.M.</u> HERBERT SONDHEIM (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Jan. 8 | <u>9:30 A.M.</u> CLAIRE MCCARDELL (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Wednesday Jan. 8 9:30 A.M. Breakfast | PREVIEW OF SPRING MILLINERY Irene of New York and Rivera Spring millinery collections. By invitation. Contact: PL. 3-3032. | IRENE OF NEW YORK | 16 EAST 52ND STREET SALON - 6TH FLOOR |
| Jan. 8 | <u>10:30 A.M.</u> GEORGE CARMEL (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Wednesday Jan. 8 11:00 A.M. | MILLINERY AND PERFUMES: LOCAL PRESS SHOW <u>Note Change of Place.</u> Publicity--Laddie Northridge: Maud G. Moody, LE. 2-5562; Parfums Ciro: Alice Dowd, EL. 5-4248. | LADDIE NORTHRIDGE; PARFUMS CIRO | 7 EAST 60TH STREET EAST WING |
| Jan. 8 | <u>11:30 A.M.</u> GRENELLE-ESTEVEZ-Luis Estevez (N.Y.D.I.--See Pg.3) | | PIERRE BLRM. |
| Wednesday Jan. 8 12:30 P.M. Luncheon | PRESS PREVIEW OF NEW HAIRCOLORINGS "A New Cosmetic Star Is Born"--Roux (Auxiliary Member, N.Y.D.I.--See Pg.3) will present haircoloring as a cosmetic; its relationship to fashion, colors and hair styling; also two new hair coloring products. By invitation. Publ.: Barkann & Platt, 57 W. 57th St., PL. 5-8252. | ROUX | HOTEL PIERRE BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Jan. 8 | <u>2:30 P.M.</u> MOLLIE PARNIS (N.Y.D.I.--See Pg. 3) | 530 | 7TH (18 FL.) |
| Jan. 8 | <u>3:30 P.M.</u> ADELE SIMPSON (N.Y.D.I.--See Pg. 3) | 530 | 7TH (23 FL.) |
| Wednesday Jan. 8 4:00 P.M. | SPRING MILLINERY MERCHANDISING CLINIC By invitation. Contact: Mrs. Charles Steinecke, 15 E. 40 St., LE. 2-8415. | MILLINERY MERCH'G EXECUTIVES ASS'N. | SHERATON-ASTOR HOTEL LOUNGE (MEZZANINE) |
| Jan. 8 | <u>4:30 P.M.</u> HANNAH TROY-Cocktails (N.Y.D.I.--See Pg. 3) | 530 | 7TH (2 FL.) |
| Wednesday Jan. 8 7:30 P.M. Dinner | SPRING MILLINERY FOR VISITING FRESS The Millinery Institute of America (Auxiliary Member, N.Y.D.I.--See Pg.3) will present The Millinery Creators' Spring and Easter hats. By invitation. Contact: Communication Counselors, MU. 7-8686. | MILLINERY INSTITUTE OF AMERICA | HOTEL PIERRE GRAND BALLROOM |
| Thursday Jan. 9 9:00 A.M. Breakfast | PREVIEW: SPRING & SUMMER MILLINERY Trevi will present Spring and Summer millinery to press and buyers. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447. | TREVI, INC. (26 E. 55TH ST.) | LONGCHAMPS 19 WEST 57TH STREET |
| Jan. 9 | <u>9:00 A.M.</u> HATTIE CARNEGIE (N.Y.D.I.--See Pg. 3) | 42 EAST 49 | (SALON) |
| Thursday Jan. 9 9:15 A.M. Breakfast | PRESS PREVIEW: MAURER SPRING BRIDAL FASHIONS By invitation. <u>Customer showing</u> at 5:30 P.M. on the fourth floor in the store. Open to public. Publicity: Arthur See, LA. 4-7000. | SAKS-34TH | MAURER SHOWROOM 491 SEVENTH AVENUE |
| Thursday Jan. 9 10:30 A.M. | PREVIEW OF SPRING & SUMMER MILLINERY Mr. John will preview his Spring and Summer millinery collection. By invitation. Publicity: Toni Woodward, MU. 8-4906. | MR. JOHN, INC. | 53 EAST 57TH STREET SALON |
| Jan. 9 | <u>10:30 A.M.</u> BEN REIG (N.Y.D.I.--See Pg. 3) | 498 | 7TH (23 FL.) |
| Jan. 9 | <u>11:30 A.M.</u> MAURICE RENTNER (N.Y.D.I.--See Pg. 3) | 498 | 7TH (16 FL.) |
| Thursday Jan. 9 12:00 Noon | PREVIEW: SPRING & EARLY SUMMER BRIDAL FASHIONS Preview of bridal and bridesmaid collection for the press. By invitation. <u>Customer showing at 5:30 P.M.</u> Publicity: Gloria Geis, MU. 5-2300. | ARNOLD CONSTABLE | 3RD FLOOR BRIDAL SALON |
| Thursday Jan. 9 1:00 P.M. Luncheon | LACE FASHIONS AT LUNCHEON SHOW The Lace Institute (Auxiliary Member, N.Y.D.I.--See Pg. 3) celebrating the "3,500 Birthday of Lace", will present custom-made and ready-to-wear lace fashions in dresses and lingerie by leading designers, to out-of-town and local press. By invitation. Publicity: Gladys Steiner, PL. 1-6630. | THE LACE INSTITUTE (210 EAST 50TH ST.) | HOTEL PIERRE BALLROOM |
| Jan. 9 | <u>2:30 P.M.</u> OLEG CASSINI (N.Y.D.I.--See Pg. 3) | PIERRE-BALLROOM. | |
| Jan. 9 | <u>3:30 P.M.</u> BEN ZUCKERMAN (N.Y.D.I.--See Pg. 3) | PIERRE-BALLROOM. | |
| Jan. 9 | <u>4:30 P.M.</u> WILLIAM FOX-VISIONI (N.Y.D.I.--See Pg. 3) | PIERRE-BALLROOM | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday Jan. 9 7:30 P.M. Dinner | VISITING PRESS SHOWING OF SPRING COLLECTION Mr. John-Suburbia, USA, Inc. (Auxiliary Member, N.Y.D.I.--See Pg. 3) will show his collection including skirts and casual wear--"American Ease". By invitation. Contact: Harriette Reines, LO. 3-7900. Publicity: Gloria Gelfand, LO. 3-7990. | MR. JOHN-SUBURBIA, USA (525 SEVENTH AVE.) | THE AMBASSADOR TRIANON ROOM |
| Jan. 10 | 9:00 A.M. PATTULLO-JO COFELAND (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Jan. 10 | 10:00 A.M. DAVIDOW (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Jan. 10 | 11:00 A.M. JANE DERBY (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Jan. 10 | 12:30 P.M. JUNIOR GROUP (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Jan. 10 | 2:00 P.M. TINA IESER (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Jan. 10 | 3:00 P.M. VARIETY GROUP (N.Y.D.I.--See Pg. 3) | | PIERRE BALLROOM. |
| Friday Jan. 10 4:30 P.M. Cocktails | COCKTAIL PARTY: VISITING AND LOCAL PRESS Lucien Lelong, Marie Earle, Lilly Dache (Auxiliary Member N.Y.D.I.--See Pg. 3) showing of hair cosmetics, millinery and fashions. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | LILLY DACHE | 78 E. 56TH STREET PENTHOUSE |
| Saturday Jan. 11 9:00 A.M.- 12:00 Noon | OPEN HOUSE FOR VISITING PRESS Mme. Helena Rubinstein will invite the visiting press to an open house breakfast. By invitation. Publicity: Amy Blaisdell, EL. 5-2100. | MME. HELENA RUDINSTEIN | 625 PARK AVENUE PENTHOUSE |
| Saturday Jan. 11 1:00 P.M. | A DAY IN CONNECTICUT FOR VISITING PRESS Ellen Lind Associates (Auxiliary Member, N.Y.D.I.--See Pg. 3) in the interests of their clients will invite the visiting press to a day in Connecticut at Cobb's Mill Inn for cocktails and dinner, with entertainment by leading illustrators and artists, returning to Grand Central Station at 11:00 P.M. By invitation. Publicity: Ellen Lind, OR. 3-5509. | FIBER PRODUCERS; MILLS & MANUFACTURERS | WESTPORT CONNECTICUT |
| Monday Jan. 13 11:00 A.M. | PRESS PREVIEW: TATIANA SPRING MILLINERY Press showing of Spring ready-to-wear millinery, designed by Tatiana for Saks Fifth Avenue. By invitation. Publ.: Grace de Mun, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | 5TH FLOOR FUR SALON |
| Monday Jan. 13 12:00 Noon Luncheon | PRESS PREVIEW OF SPRING COLLECTION Preview of Nelly Don's Spring fashions, available at Stern's. Showing at 1:00 P.M. By invitation. Contact: Hilda Fitzgerald, LO. 5-4762. | NELLY DON (350 FIFTH AVENUE) | HOTEL PIERRE SUITE #1-BALLRM FOYER |
| Monday Jan. 13 12:15 P.M.; 6:15 P.M. | SPRING COTTONS BY KAY WINDSOR "Annual Kay Windsor Week"--Spring-into-Summer fashions. Press invited (12:15 P.M. show). Open to public. Publicity: Arthur See, LA. 4-7000. | SAKS-34TH | 4TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Monday Jan. 13 12:30 P.M. Luncheon | SPRING FASHIONS DURING LUNCHEON Showing of Harvey Berin's collection. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Publ: Eleanor Lambert, MU. 8-2130. Ambassador Fashion Director: Mary Alice Rice, CI. 6-1790. | HARVEY BERIN, LTD. (530 SEVENTH AVE.) | HOTEL AMBASSADOR BALLROOM |
| Beginning Monday Jan. 13 | OPENING OF SUMMER DRESS COLLECTION Daily showings of M. Nadler's fashions. Contact: Joni Johnstone, LO. 3-7648. | M. NADLER & CO. | 530 SEVENTH AVENUE PENTHOUSE |
| Tuesday Jan. 14 10:00 A.M.; 3:00 P.M. | PRESS PREVIEW OF SUMMER COLLECTION "Mid-week and Week-end" sportswear by John Weitz of Printzess Square. By invitation. Contact: Minna Greenberg, LO. 3-4920. | JOHN WEITZ OF PRINTZESS SQUARE | 1407 BROADWAY SHOWROOM - 31ST FLOOR |
| Tuesday Jan. 14 4:00 P.M. Cocktails | PREVIEW: SPRING & SUMMER RAINWEAR COLLECTION Helen Van Vliet will preview Spring and Summer rainwear fashions and accessories. Thereafter in showroom. By invitation. Contact: BR. 9-8293. | VENDOME FASHIONS, INC. (525 SEVENTH AVENUE) | 1407 CLUB 1407 BROADWAY |
| Tuesday Jan. 14 8:30 P.M. Dinner | TWENTY-FIFTH SILVER ANNIVERSARY DINNER Display in East Foyer of 60 different types of fabrics which will be used in Spring and Summer lines by House & Daytime Dress Mfrs. Tickets: \$25.00. Contact: Bette Kahn, N.A.H.D.M., 1350 Broadway, LA. 4-6352. | NAT'L ASS'N OF HOUSE & DAYTIME DRESS MFRS. | WALDORF-ASTORIA BALLROOM |
| Wednesday Jan. 15 9:00 A.M. Breakfast | PREVIEW OF SPRING & SUMMER FASHIONS Sir James will present their Spring and Summer collection to the press and buyers. By invitation. Contact: Harriette Wittman, PE. 6-8263. | SIR JAMES INC. (1407 BROADWAY) | 1407 CLUB 1407 BROADWAY |
| Wednesday Jan. 15 2:30 P.M. | PREVIEW OF SUMMER SEPARATES COLLECTION By invitation. Continuous thereafter. Publ: Terry Mayer, BR. 9-6560. | HAYMAKER | 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Cancelled Jan. 16 | OHRBACH'S PRESS PREVIEW OF SPRING BRIDAL FASHIONS, ORIGINALLY SCHEDULED FOR JAN. 16 AT 9:30 A.M., HAS BEEN CANCELLED. | | |
| Thursday Jan. 16 12:30 P.M. Luncheon | FASHIONS BY BRANELL AT LUNCHEON SHOW Showing of Branell's Resort and early Spring collection. Plaza Fashion Coordinator: Mary Alice Rice, CI. 6-1790. | BEST & CO. | HOTEL PLAZA TERRACE ROOM |

OPENING OF SPRING COLLECTIONS IN ROME, FLORENCE, PARIS AND LONDON

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| Beginning Saturday Jan. 18- Jan. 20 | OPENING OF ROMAN COUTURE COLLECTIONS Jan. 18: Accessories Exhibit; Showing by New Italian Fashion Houses; Gregoriana; Dessalles; Marlen; Rapuano; Sarli. Jan. 19: Eleonora Garnett; Baratta; Mingolini-Gugenheim; Fontana. Jan. 20: La Tessitrice dell'Isola; Gattinoni; Giovanelli; Centinaro. Contact: Centro Romano Per L'Alta Moda Italiana, Via de Burro 47, Rome. | CENTRO ROMANO L'ALTA MODA | ROME, ITALY |
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(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from page 9)

(Continued from page 2)

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| Monday | OPENING OF FLORENCE | CENTRO DI FIRENZE | FLORENCE, |
| Jan. 20- | COUTURE COLLECTIONS | PER LA MODA ITALIANA | ITALY |
| Jan. 23 | <u>Jan. 20:</u> Millinery Show: Aria, Avagolf, Baldini, Falconetto, Glans, Litvix, Myricae, Scarabocchio, Valditevere, Vito, Mirsa, Avolio, Bertoli, Puma. <u>Jan. 21:</u> Sportswear & Casuals by the high fashion houses; Schuberth. <u>Jan. 22:</u> Guidi, Veneziani, Simonetta, Fabiani. <u>Jan. 23:</u> Capucci, Marucelli, Antonelli, Carosa. Contact: G. B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy. | | |
| Beginning Monday | OPENING OF PARIS | CHAMBRE SYNDICALE DE | PARIS, |
| Jan. 27 | COUTURE COLLECTIONS | LA COUTURE PARISIENNE | FRANCE |
| | <u>Jan. 27:</u> Manguin, Patou, Claude Riviere, Sagardoy. <u>Jan. 28:</u> ACP, Balmain, Cardin, Heim, Laroche, Raphael, Vramanti. <u>Jan. 29:</u> Desses, Gres, Griffe, Revillon, Maggy Rouff. <u>Jan. 30:</u> Bruyere, Dior, Lanvin-Castillo, de Rauch. <u>Jan. 31:</u> Carven, Charles Montaigne, Michel Tellin. (Balenciaga, Chanel and Givenchy have not as yet set dates.) Contact: Chambre Syndicale--102, Rue du Faubourg St-Honore, Paris. | | |
| Beginning Tuesday | SCHEDULE OF LONDON | INCORPORATED SOC. OF | LONDON, |
| Feb. 4- | COUTURE PREVIEWS | LONDON DESIGNERS | ENGLAND |
| Feb. 6 | <u>Feb. 4:</u> Digby Morton, Michael, Mattli, Ronald Paterson. <u>Feb. 5:</u> Victor Stiebel, Hardy Amies, Charles Creed, Lachasse. <u>Feb. 6:</u> John Cavanagh, Worth, Norman Hartnell, Michael Sherard. Contact: Ann Ryan, 461 Old Bond Street, London W.1. | | |
| Wednesday | COSMETIC & MILLINERY | THE FASHION GROUP, INC. | SHERATON-ASTOR HOTEL |
| Jan. 22 | LUNCHEON MEETING | (9 ROCKEFELLER PLAZA) | BALROOM |
| 12:00 Noon | Co-Chairmen: Miriam Gibson French and Kathleen Spencer Cory; also Kitty d'Alessio and Conoldine Burnett. Prices: \$6.50, members; \$7.50, guests. | | |
| Luncheon | Contact: CI. 7-3940. | | |
| Tuesday | "MARCH OF DIMES" | NEW YORK DRESS | WALDORF-ASTORIA |
| Jan. 28 | FASHION SHOW | INSTITUTE | GRAND BALLROOM |
| 12:15 P.M. | Fourteenth annual fashion show for benefit of the National Foundation of Infantile Paralysis. Contact: Elaine Whitelaw, National Foundation, 301 E. 42nd St., OK. 7-7700. Fashion Publ: Eleanor Lambert, MU. 8-2130. | | |
| Luncheon | | | |
| Wednesday | PREVIEW OF SUMMER | DAVID CRYSTAL, INC. | 498 SEVENTH AVENUE |
| Jan. 29 | DRESS COLLECTION | | SHOWROOM - 23RD FLOOR |
| 2:30 P.M. | Preview for press and resident buyers of David Crystal's Summer dress collection. By invitation. Publicity: Terry Mayer, BR. 9-6560. | | |
| SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC. | | | |
| (Formerly The Sportswear Guild) | | | |
| Beginning Monday | DAVIDOW. | 550 Seventh Avenue. | PE. 6-6909 |
| Feb. 3 | DAVID M. GOODSTEIN, INC. | 498 Seventh Avenue. | LA. 4-2577 |
| | KANE-WEILL. | 498 Seventh Avenue. | LO. 5-3041 |
| | ZOLTAN ROSENBERG CO. | 550 Seventh Avenue. | LA. 4-6691 |
| | SPORT-CRAFT, INC. | 550 Seventh Avenue. | LA. 4-9724 |